



**IMPROVING OFFERING PRODUCT SKILL  
OF TC 32<sup>nd</sup> PERIOD STUDENTS OF EECC  
(EFFECTIVE ENGLISH CONVERSATION COURSE) IN TUTORIAL  
PROGRAM BY USING SIMULATION IN ACADEMIC YEAR 2014-2015.**

**BY**

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TEACHER TRAINING AND EDUCATION FACULTY  
MURIA KUDUS UNIVERSITY**

**2015**



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The logo of Universitas Muria Kudus is a shield-shaped emblem. It features a yellow background with a blue and red design in the center. The text "UNIVERSITAS MURIA KUDUS" is written in a semi-circle at the top. In the center, there is a stylized building or tower. At the bottom, there are red and blue flame-like or leaf-like shapes.

**Presented to University of Muria Kudus  
In Partial fulfill the requirements for completing the Sarjana  
In English Education Program**

**BY  
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MURIA KUDUS UNIVERSITY  
2015**

Motto:

- ❖ *A good speaker is a good listener.*
- ❖ *Never put off until tomorrow what you can do today.*
- ❖ *One step ahead determines thousands steps*
- ❖ *Man proposes, but let the God disposes.*

Dedication:

This skripsi is dedicated to:

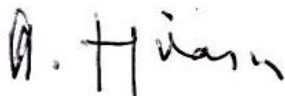
- ❖ To the writer's beloved Parents.
- ❖ The director of EECC Kudus Branch
- ❖ All teachers and tutors of EECC Kudus Branch
- ❖ The students of training class of EECC Kudus Branch.
- ❖ Unmentioned friends of Muria Kudus University.

### ADVISOR'S APPROVAL

This is to certify that the Skripsi of Farul Rohman ( 2011-32-041) has been approved by Advisors for further approval by the examining committee.

Kudus,

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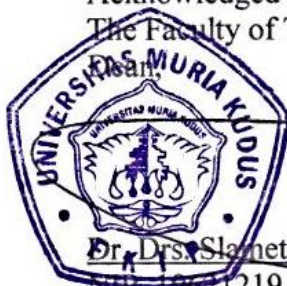
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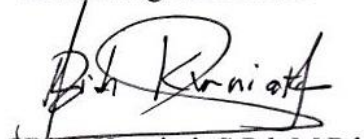


## EXAMINERS' APPROVAL


This is to certify that the Skripsi of *Improving Offering Product skill of TC 32<sup>nd</sup> Period student of EECC (Effective English Conversation Course) in Tutorial Program by Using Simulation in academic year 2014-2015* has been approved by Advisors and also Examiners.

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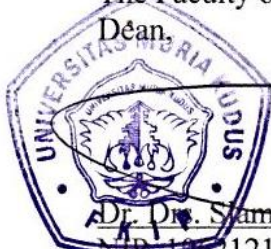
  
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7. All of brother and sister who support him
8. All of his friends who always helps him

The writer hopes that this skripsi will be useful for everyone who reads this skripsi especially for English teacher to support the teaching process.

The Writer

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## ABSTRACT

Rohman , Farul.2015. *Improving Offering Product skill of TC 32<sup>nd</sup> Period student of EECC (Effective English Conversation Course) in Tutorial Program by Using Simulation in academic year 2014-2015*. Skripsi. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor : (1) Dr. H.A. Hilal Madji, M.Pd. , (2) Nuraeningsih, S.Pd, M.Pd.

Key Words: *Offering Product skill, Simulation*

Simulation is one of the techniques to improve student's offering product skill. The simulation to offer a product is very similar to role-play but it is more elaborated. In simulations, students can bring product to the class to create a realistic environment. The research took place in Effective English Conversation Course branch of Pare-Kediri in Kudus with six students of training class. The course has a purpose for its students to be able to speak English fluently and apply it in real life communication.

The objective of this research to find out whether simulation can improve the offering product skill of the Training Class students of EECC in Tutorial Program. This research also has the purpose to make the students find the aim of speaking practiced as the real life communication.

The Design used in this research is Classroom Action Research with two cycles consisted three meetings on every cycle with six students of training class in tutorial program as the subjects of the research. Meanwhile, the process of Simulation to Offer Product during the class started by planning, acting, observing, and reflecting. The writer also took two instruments they are observation by using deductive coding as the technique of analyzing data, and then test of offering product skill.

On the pre reflection activity, the students had some problems of speaking in offering product skill. The problems were speaking not fluent , speaking bahasa , lack of expression in offering product , less understanding in doing simulation to offer a product , having poor pronunciation, and low vocabulary exposures. Then, as the result of offering product skill which had improvements started from the pre-cycle, first cycle, and finally stopped on second cycle. The improvements in intermediate level of the class was 15% from the pre-cycle, then 30 % on the first cycle and finally can improve to be 85% on the second cycle. They also had better condition just like the expected such as can speaking fluently, can use offering product expression, can persuade the costumer, have good pronunciation, and have more vocabulary.

The writer draws some conclusion that simulation to offer product can improve the offering product skill of training class students of EECC (Effective English Conversation Course) in Tutorial Program. And he addresses some suggestions to the director of EECC, to the teachers and tutor of EECC, and to future researcher.



## ABSTRAK

Rohman , Farul. 2015. *Meningkatkan kemampuan berbicara dalam menawarkan produk pada siswa TC periode 32 siswa EECC (Effective English Conversation Course ) di program tutorial dengan menggunakan teknik simulasi pada tahun akademik2014-2015*.Skripsi. Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan , Universitas Muria Kudus. Penasehat : (1) Dr. H.A. Hilal Madji, M.Pd. , (2) Nuraeningsih, S.Pd, M.Pd.

Kata Kunci : *kemampuan berbicara menawarkan produk, Simulasi*

Simulasi merupakan salah satu tehnik untuk meningkatkan kemampuan berbicara siswa dalam menawarkan produk. Simulasi sangat mirip dengan permainan peran , tetapi penawaran suatu produk lebih terbuktikan, dalam simulasi, siswa dapat membawa produk ke kelas untuk membuat suasana menjadi nyata. Penelitian ini di laksanakan di EECC cabang dari Pare Kediri yang berada di Kudus , dengan jumlah siswa dari kelas TC yang berjumlah 6 Orang. Tujuan dari kursusan ini adalah membuat siswa mampu berbicara bahasa inggris yang sesuai dengan kehidupan nyata.

Tujuan dari penelitian ini adalah untuk menemukan hasil bahwa simualsi dalam penawaran suatu produk dapat meningkatkann kemampuan berbicara bahasa inggris dalam menawarkan suatu produk pada siswa TC di lembaga kursus EECCC di program tutorial, penelitian ini juga untuk membuat siswa bisa berbicara bahasa inggris yang nantinya di gunakan dalam kehidupan nyata .

Desain yan di gunakan dalam pelitian ini adalah Penelitian Tindakan Kelas dengan 2 siklus dan setiap siklus terdiri dari 3 pertemuan pada setiap siklus dengan jumlah siswa 6 orang siswa TC di progam tutorial sebagai subjek pada penelitian ini.Sementara itu, proses dari simulasi penawaran produk pada saat kegiatan belajar mengajar di mulai dengan rencana, tindakan, observasi dan refleksi. Penulis juga menggunakan 2 instrumen yaitu observasi dengan menggunakan deductive coding sebagai teknik dari analisis data dan dengan menggunakan tes berbicara dalam menawarkan produk.

Pada tahap pre condition, para siswa mempunyai beberapa masalahdalam berbicara bahasa inggris dalam menawarkan produk. Masalahnya yaitu berbicara bahasa Indonesia , kurang ekspresi dalam pemasaran, kurang pengetahuan tentang pemasaran , pengucapan yang salah dan kekurangan kosa kata. Kemudian hasil dari kemampuan berbicara dalam menwarkan produk meningkat di mulai dari pre siklus, siklus pertama dan akhirnya berhenti pada siklus kedua. Peningkatan pada intermediate level yaitu 15% dari pre siklus , kemudian 30% pada siklus pertama dan akhirnya bisamencapai 85% pada siklus ke dua , siswa-siswa juga menjadi lebih baik dalam berbicara bahahas inggris dengan lancar , dapat menggunakan ekspresi dalam ,penawarn produk, bisa mmenggunakan bahasa mengajak kepada konsumen, pengucapan yang lebih baik, dan kosa kata yang semakin banyak.

Penulis menyimpulkan bahwa simulasi dalam penwaran suatu produk bisa meningkatkan kemampuan berbicara bahasa inggris dalam menwarkan produk pada siswa TC di EECC (Effective English Conversation Course ) pada program tutorial. Dan dia menyarankan beberapa saran yang di tujukan untuk Pimpinan EECC, Para guru dan tutor dan penulis selanjutnya.

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